

The logo consists of the text "Wi-Fi NOW" in white, bold, sans-serif font, set against a solid red rectangular background.

**Wi-Fi NOW**



**MARAVEDIS**  
Wireless Infrastructure Analysts

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**INSIDER REPORTS & WEBINARS PROMOTION PACKAGE 2022**

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# ABOUT THE MARAVEDIS & WI-FI NOW RESEARCH PARTNERSHIP

At **Wi-Fi NOW**, we are delighted to be contributing to and promoting the Insider Report series, a collaborative effort between probably the world’s two most knowledgeable media and research organizations within the Wi-Fi industry. **Wi-Fi NOW** and **Maravedis Research** share the belief that accurate insights delivered at the right time are key to driving forward new business opportunities and thought leadership.

## ABOUT THE INSIDER REPORTS

The **Insider Reports** will consist of fifteen to twenty pages, including at least ten pages of analysis of industry trends, and featuring sponsors’ work, profiles, and case studies (if applicable) in PDF format.



### Included in the sponsorship:

- ✓ Input on the table of contents
- ✓ Sponsor featured in the Insider Report
- ✓ Sponsors’ quotes
- ✓ Case studies (if applicable)
- ✓ Sponsors’ profiles

### Promotion:

- ✓ Report promotion across Wi-Fi NOW and Maravedis channels
- ✓ Speaking time during webinar to present the sponsor solution





# Wi-Fi NOW

## ABOUT WI-FI NOW

**Wi-Fi NOW is the world's only media, event, and advisory organization dedicated to the Wi-Fi industry.**

Since 2016, Wi-Fi NOW has served hundreds of Wi-Fi industry organizations from every corner of this diverse industry, including vendors, manufacturers, service providers, resellers, and more. Wi-Fi NOW is the undisputed leader in the dissemination of Wi-Fi industry news and information, and today serves a readership of close to 20,000 subscribers and followers.

Wi-Fi NOW was founded by current Wi-Fi NOW CEO & Chairman, Claus Hetting.



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## ABOUT MARAVEDIS

**A boutique wireless infrastructure analyst firm since 2002, Maravedis focuses on broadband wireless technologies with a particular focus on Wi-Fi and IoT as well as industry spectrum regulations and operator trends.**

Maravedis' mission is to research, analyze and provide guidance on the role of unlicensed technologies in the overall connectivity space.



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# CALENDAR YEAR 2022 INSIDER REPORT PROGRAM

## Affordable Connectivity

The digital divide between the connected and the unconnected is still a global challenge faced by countries from all regions of the world. The COVID pandemic has increased even more the stresses of the need for connectivity to continue school, work, and entertainment. In a world which is rapidly digitizing, ensuring that no individual is left behind is a priority. In most cases, wireless is the quickest and most affordable way to reduce the connectivity gap, and Wi-Fi is the most economical wireless technology to deliver that connectivity. This report provides trends and case studies of real life Wi-Fi deployments that made a difference to the unconnected.

## Automated Frequency Coordination (AFC) Developments

While the FCC opened up the 6 GHz band for unlicensed operation for Wi-Fi, they also included some significant restrictions to protect incumbent 6 GHz operations from RF interference. The basic concept in AFC is that a new access point will consult a registered database to confirm that its operation will not impact a registered user. Standard power access points must use an AFC service. The report looks at the development stage of AFC, its roadmap, timeline, main drivers, and more importantly, what new use cases will be enabled by AFC which are not possible without it.

## Wi-Fi Solutions for Online Gaming

After years of all but shunning wireless, online gamers may now finally be on the road to accepting Wi-Fi as a connectivity option on par with Ethernet. Online gaming is enormously sensitive to latency, in many cases making sustained low latency more important for end-user experience than throughput. This paper looks at the online gaming trends and connectivity issues faced by online gamers, and then describes the innovative solutions entering the market to solve these issues. These solutions range from new optimization techniques to traffic packet prioritization engines and dedicated SSID for gaming, just to name a few.

## 60GHz Report

60GHz (also known as “V-band”) has been around for some time and has been used to provide point-to-point last mile connectivity. However, despite its slow adoption, the technology also has great potential indoors to connect access point where cabling is challenging or expensive. The IEEE published the 802.11ay amendment which supports 20 Gbps in 60 GHz band in July 2021. The 802.11ay supports use cases ranging from ultra-short-range home applications to fixed wireless access connectivity. This report looks at the latest innovations in this band and what use cases it can support, both indoors and outdoors.

## The Work-From-Home Report

As work-from-home is here to stay, at least in some hybrid form, more and more employers choose to subsidize their employees’ home broadband connection. However, they leave it to them (the employee) to find the right ISP. The need for a predictable and secure Wi-Fi experience has become paramount for both users and employers and their companies. This report dives into the latest innovations for monitoring, optimizing, and securing the home broadband connection.

## Top New Wi-Fi Innovations

From Wi-Fi sensing to OpenWiFi, there is no shortage of innovations and new technologies leveraging the huge installed base of Wi-Fi. The innovation is accelerating as new standards and amendments are released increasingly faster to meet the demand for better connectivity at the lowest cost. This report looks at the top ten cool technologies to watch in 2022 and beyond, along with the use cases and business models they support.

## IoT Trends in Wi-Fi

Wi-Fi 6/6E have new features which have made them highly applicable to industrial and IoT applications, including low power consumption, low latency, environmental robustness, and enhanced determinism. Published in 2017, 802.11ah—also known as Wi-Fi Halow—is gaining interest for low power M2M and IoT applications; it will finally enter the market in 2022. IoT, especially in industrial environments, is one of the most important growth targets for Wi-Fi service providers. For the majority of use cases, Wi-Fi can support most of the requirements, especially with the enhancements to latency, determinism, and power efficiency that have been introduced in Wi-Fi 6. In a greenfield environment, an enterprise or its system integrator might, therefore, choose to deploy Wi-Fi alone, supporting both broadband and low power IoT variants. This report looks at the latest IEEE developments, as well as the most promising use cases for the use of Wi-Fi in IoT applications in scenarios such as smart factories.



# CONTACT US

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